

## VI. CLAIMS

We claim:

- 5 1. A cosmetic composition, comprising:
- a) a non-aqueous carrier; and
  - b) a plurality of non-aqueous carrier stable capsules;
  - c) at least one sensorial perceivable material contained within such non-aqueous carrier stable capsules, wherein said plurality of non-aqueous carrier stable capsules rupture
- 10 after a duration of time in aqueous material.
2. A cosmetic composition as described in claim 1, wherein said plurality of capsules rupture after a duration of time to release said substance coincident to a discrete event occurrence.
- 15 3. A cosmetic composition as described in claim 1, further comprising perceived sensorial indicia.
4. A cosmetic composition as described in claim 2, wherein release of said substance
- 20 coincident to said discrete event occurrence comprises a release rate sufficient to provide a perceived sensorial indicia of said discrete event occurrence.
5. A cosmetic composition as described in claim 4, wherein said indicia of said perceived sensorial indicia of said discrete event occurrence is selected from the group
- 25 consisting of: a fragrance, a color, a change in tactility, and a sound.
6. A cosmetic composition as described in claim 5, wherein said discrete event occurrence comprises attainment of a level of therapeutic efficacy.
- 30 7. A cleaning composition as described in claim 5, wherein said discrete event occurrence comprises compliance with regulatory guidelines for use of said cleaning composition.

8. A cleaning composition as described in claim 7, wherein said cleaning composition comprises a liquid hand soap and wherein said discrete event occurrence comprises expiration of a duration of time in compliance with hand washing procedure.

5 9. A cleaning composition as described in claim 1, further comprising perceivable sensorial reinforcement attributes.

10. A cleaning composition as described in claim 1, wherein said capsules are selected from the group consisting of: single capsule type, capsule within capsule type, a mixture of  
10 different configurations of single capsule types, and a mixture of different configurations of capsule within capsule types.

11. A method of washing hands, comprising the steps of:

- 15 a) applying a liquid hand soap to hands, wherein said liquid soap comprises a non-aqueous carrier containing a plurality of capsules that rupture after a duration of time when exposed to water;
- b) combining said liquid hand soap applied to said hands with water;
- c) rubbing said liquid hand soap applied to said hands; and
- d) perceiving sensorial attributes of substances released from said capsules that rupture.

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12. A method of washing hands as described in claim 11, further comprising the step of configuring said capsules to rupture after a duration of time coincident to a discrete event occurrence.

25 13. A method of washing hands as described in claim 11, further comprising the step of configuring a population of capsules to rupture at a rate which provides perceivable sensorial reinforcement attributes.

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